

Dienger, Whitney

55558 ver 2

From: Whitney Eversole [WEversole@strategicmediaplacement.com]
Sent: Friday, September 14, 2012 9:53 AM
To: Jacobs, Sarah
Cc: Dienger, Whitney
Subject: RE: Bengals

Good deal, thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, September 14, 2012 9:45 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: Bengals

Per your call:
Bengals back in at \$9k, P3.

Took \$6500 Bengals that was N/A p4
Pulled \$1400 60 Minutes, \$800 Sunday LN, 1x Monday 5pm @\$350.

Added in 2x 430-5am w/o 9/17 @\$25/each P4.

Good to go.
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

9/14/2012

ORDER



Orders	Order / Rev:	55558
	Alt Order #:	
	Product Desc:	2680 OH US SEN
	Estimate:	2680
	Flight Dates:	09/12/12 - 09/25/12
	Original Date / Rev:	09/11/12 / 09/14/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	7669 Stagers Loop	
	Delaware, OH 43015	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Josh Mandel fo Ohio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	109	\$44,900.00	\$38,165.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	109	\$44,900.00	\$38,165.00	0.00
Totals	109	\$44,900.00	\$38,165.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$44,900.00
Market	100%	\$109,512.20

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$21,902.44
WLWT	20%	\$21,902.44
WSTR	10%	\$10,951.22
WXIX	9%	\$9,856.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/12/12	09/25/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$200.00	P-3	0.00	NM	8	\$1,600.00
5a Good Morn Cincinnati (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	--1-1--	2	\$200.00	0.00								
		Week: 09/17/12	09/23/12	1-111--	4	\$200.00	0.00								
		Week: 09/24/12	09/30/12	11-----	2	\$200.00	0.00								
N 2	WKRC	09/12/12	09/25/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00
6a Good Morn Cincinnati (6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	--111--	3	\$250.00	0.00								
		Week: 09/17/12	09/23/12	11111--	5	\$250.00	0.00								
		Week: 09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 3	WKRC	09/12/12	09/25/12		CM	6:30 AM-7:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00

Order / Rev: 55558

Alt Order #: 09/12/12 - 09/25/12

Flight Dates: 09/12/12 - 09/25/12

Advertiser: Josh Mandel fo OHio US Senate

Product Desc: 2680 OH US SEN

Estimate: 2680

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
6a Good Morn Cincinnati															
(6:30 AM-7:00 AM)															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	--111--	3		\$250.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	11111--	5		\$250.00	0.00					
Week: 09/24/12				09/30/12	09/30/12	11-----	2		\$250.00	0.00					
N 4	WKRC	09/12/12	09/25/12	CBS This Morning	CM	7:00 AM-8:00 AM	111-1--	:30	4	\$125.00	P-3	0.00	NM	8	\$1,000.00
CBS Morning News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	--1-1--	2		\$125.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	111-1--	4		\$125.00	0.00					
Week: 09/24/12				09/30/12	09/30/12	11-----	2		\$125.00	0.00					
N 5	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1-	1		\$125.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1-	1		\$125.00	0.00					
N 6	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1-	1		\$125.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1-	1		\$125.00	0.00					
N 7	WKRC	09/15/12	09/22/12	CBS This Morning Saturday	CM	8a-10a	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
Saturday Early Show															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1-	1		\$150.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1-	1		\$150.00	0.00					
N 8	WKRC	09/13/12	09/24/12	The Price is Right	CM	11a-12p	1-11----	:30	3	\$250.00	P-3	0.00	NM	5	\$1,250.00
The Price is Right															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	---1----	1		\$250.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	1-11----	3		\$250.00	0.00					
Week: 09/24/12				09/30/12	09/30/12	1-----	1		\$250.00	0.00					
N 9	WKRC	09/12/12	09/25/12	Local 12 News at Noon	CM	12p-1230p	11111--	:30	5	\$250.00	P-3	0.00	NM	6	\$1,500.00
Local 12 News at Noon															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	--1-1--	2		\$250.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-1-1----	2		\$250.00	0.00					
Week: 09/24/12				09/30/12	09/30/12	11-----	2		\$250.00	0.00					
N 10	WKRC	09/12/12	09/25/12	Soap Rotator	CM	1230p-2p	111-1--	:30	4	\$200.00	P-3	0.00	NM	5	\$1,000.00
Soap Rotator															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	--1-1--	2		\$200.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	1-1-----	2		\$200.00	0.00					
Week: 09/24/12				09/30/12	09/30/12	-1-----	1		\$200.00	0.00					
N 11	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1	1		\$225.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1	1		\$225.00	0.00					
N 12	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1	1		\$225.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1	1		\$225.00	0.00					
N 13	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/10/12				09/16/12	09/16/12	-----1	1		\$225.00	0.00					
Week: 09/17/12				09/23/12	09/23/12	-----1	1		\$225.00	0.00					
N 14	WKRC	09/16/12	09/23/12	1030a-11a	CM	1030a-11a	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00

Order / Rev: 555558

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2680 OH US SEN

Local 12 WKRC-TV

Flight Dates:

Estimate: 2680

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Face the Nation															
Face the Nation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$225.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$225.00	0.00								
N15	WKRC	09/12/12	09/24/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	1-11----	:30	3	\$350.00	P-3	0.00	NM	7	\$10,450.00
5p Local 12 News at Five (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1----	1	\$350.00	0.00								
Week:		09/17/12	09/23/12	1-11----	3	\$350.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
2	WKRC	09/17/12-09/23/12	5p Local 12 News at Five	5:00 PM-5:30 PM	5:30 PM-5:00 PM	5:30 PM-5:00 PM	5:30 (\$350.00)	0.00	NM						
See MG 15.6,15.7,15.8															
[Client Request]															
6	WKRC	09/16/12-09/16/12	Bengals vs Cleveland	1:00 PM-4:00 PM	1:00 PM-4:00 PM	1:00 PM-4:00 PM	1:00 PM-4:00 PM	1:00 PM-4:00 PM	1:00 PM-4:00 PM	\$9,000.00	0.00	NM			
MG for 22.1,23.1,24.1,15.2															
[Approved by Buyer]															
7	WKRC	09/18/12-09/20/12	430a-5a News	430a-5a	-TWTh-----	:30	\$25.00	0.00	NM						
MG for 22.1,23.1,24.1,15.2															
[Approved by Buyer]															
8	WKRC	09/18/12-09/20/12	430a-5a News	430a-5a	-TWTh-----	:30	\$25.00	0.00	NM						
MG for 22.1,23.1,24.1,15.2															
[Approved by Buyer]															
Week:		09/24/12	09/30/12	1-----	1	\$350.00	0.00								
N16	WKRC	09/12/12	09/25/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	11111--	:30	5	\$400.00	P-3	0.00	NM	10	\$4,000.00
5p Local 12 News at Five (5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$400.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$400.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$400.00	0.00								
N17	WKRC	09/12/12	09/25/12	6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$500.00	P-3	0.00	NM	10	\$5,000.00
6p Local 12 News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$500.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$500.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$500.00	0.00								
N18	WKRC	09/15/12	09/22/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	2	\$500.00
6pm Local 12 News Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$250.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$250.00	0.00								
N19	WKRC	09/15/12	09/15/12	SEC Football	CM	3:30 PM-7:00 PM	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
SEC Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$600.00	0.00								
N20	WKRC	09/12/12	09/25/12	11p M-F Local 12 News	CM	11p-1135p	11111--	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
11p M-F Local 12 News 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$800.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$800.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$800.00	0.00								
N21	WKRC	09/15/12	09/22/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$800.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$800.00	0.00								
N22	WKRC	09/16/12	09/23/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$800.00	0.00								

